

**THE
KANSAS EDITOR**

**A MONTHLY JOURNAL
OF INFORMATION AND
ENTERTAINMENT FOR
THE KANSAS NEWS-
PAPER FRATERNITY**



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THE Romans made two words "Ob" and "Porto" and the English put these two words together and made one big word — "Opportunity." It's the figure of a ship standing outside the harbor ready to enter the port, the rigging shivered by storms, the hull battered and stained by the waves of many seas, with sailors worn and waiting for the landing, but with a cargo from foreign shores.

So stands 1915, many vessels from many ports, cargoes from many years. There are the vessels from the Far East — one from Cadmus. "You have the letters Cadmus gave." There's the type from Gutenberg, there's the language from Celt and Saxon, from Norse and Roman. There are the words worn from a thousand years of lisping and others pounded into shape from a bastion and battlefield. There is the language from Addison and Bacon, from Pope and Chaucer, from Bunyan and Milton, vessels loaded a thousand years ago — standing at the Harbor of 1915 — ready for your use.

There likewise is the court and counting room, the altar and the morgue, the church and school. There is the speedway and the byway. There are the meek and patient, the proud and haughty: the bum and the banker, they all are the ships that stand at the open port of every newspaper office in Kansas, laden with hopes and aspirations, with despair and distress. Take from them their cargoes, enrich your lives from their experiences, cover their frailties with a holy charity and give to each of yourselves a fair return that their voyage may not have been in vain and their vessel not have entered your harbor without reward. Sheridan Ploughe.

THE KANSAS EDITOR

A Monthly Journal of Information and Entertainment
For the Kansas Newspaper Fraternity

VOLUME 2

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Cost Catechism

IN FOUR PARTS—PART I



QUESTION: *Why should a Kansas Editor be interested in costs?*

Answer: Because a knowledge of costs will make his business transparent, enabling him to stop leaks, to stimulate profitable operations, and to feel secure and happy in the conduct of the most intricate business in the world.

Q. *Happy? Is the man whose business is transparent more happy than the man whose business is not?*

A. Yes, indeed! Two men are watching a baseball game. One understands every move of the players—knows “inside baseball” as the term goes; the other never saw a game before. Is there any question as to which enjoys the game more?

Q. *A pretty illustration. But is that all the cost system will do for me?*

A. No; it will make a more intelligent salesman and therefore a better one. And it is but getting in step with scientific management which is being adopted by every industrial concern now-a-days, even restaurants and ten-cent stores.

Q. *But is it not exceedingly costly to ascertain costs?*

A. Costs in a printing and newspaper plant doing \$10,000 a year in business can be kept by an average girl working two hours a day.

Q. *But it will raise prices and my competitor is a Chinaman and ——*

A. The most popular and the most foolish objection raised against a cost system; a cost system does not prevent you from cutting prices, it only insists that you cut prices intelligently.

Q. *But is not the system too intricate for a plug-newspaper man to master?*

A. An average man can learn it in four lessons—and there are no average Kansas editors!

Q. *What do the four lessons include?*

A. The four fundamental steps. The first is to break up your business into departments and learn the productive and non-productive time in each. This gives the chargeable and non-chargeable hours in each department.

Q. *What is the second step?*

A. To distribute the general or overhead expense over the various departments. This gives the hour-cost in each department.

Q. The third step?

A. To apply our hour-cost figures to the individual jobs and the newspaper.

Q. And the fourth step?

A. Since two principal items enter into the costs of printing, labor and material, there remains the cost of materials.

Q. Is there not a simpler method than this?

A. No; this is an adaptation of the well-known systems to the needs of the Kansas publisher. These four steps, properly made, will show you day by day what each department is doing, each individual, and what each operation and each job and each newspaper issue costs. It makes your business as business-like as that of a first-class bank.

Q. That bank illustration appeals to me. I am ready for the first lesson.

A. Labor is of two kinds, productive and non-productive. Productive labor is that which can be charged directly to the customer; this is why productive labor is called chargeable labor.

Q. Please give examples of productive and non-productive labor or time.

A. In the composition department, composition, customer's alterations, make-up and lock-up can be charged to the customer direct; while distribution, proving galleys, proof-reading, laying cases, changing bad letters, is classed as non-productive labor.

Q. But why the necessity of this separation?

A. Simply this: A linotype operator, let us say, gets \$4.00 for an eight-hour day. That's fifty cents an hour. If no other expense entered in, it looks as if you could charge fifty cents an hour for the linotype and break even. But here is a month's record of the Department of Journalism Press—which is typical. Out of 208 pay-roll hours, there are but 176 hours that can be charged for, or 176 hours of productive time. The rest, 32 hours, was spent in cleaning space-bands, repairing machine, smelting, and delays through accident. The operator gets \$104 for 208 hours work, or 50 cents an hour. You, the employer, must get from your customer, \$104 for 176 hours work, or 59 cents an hour. This is labor exclusively; it does not take into consideration the overhead.

Q. Then if I sold my linotype labor at 50 cents, I would lose 9 cents an hour on the single item of raw labor?

A. Yes. And in the press-room where you pay a pressman 40 cents an hour, you will find that when the non-productive time is considered, such as general wash-up, oiling press, changing bad letters, repairing, the net labor cost will be nearer 50 cents an hour. The records of the Department of Journalism Press for twelve months, where 40 cents an hour was paid to a pressman, show that the net labor hour-cost in the press room was 54 cents.

Q. But is it not well-nigh impossible to obtain these records?

A. No, the simplest thing in the world. There are various methods. But the one most practical for Kansas publishers is the use of the time-card shown on the opposite page. A workman carries one of these cards through the day, filling it out according to the kind of work and the amount of time devoted to each operation. You will notice the operations listed and numbered on

DAILY TIME TICKET

Employee

No.

Date _____

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“Kind of Work” column must be filled in, using numbers for each operation. Take separate ticket for overtime and have ticket stamped “overtime.”

OPERATION NUMBER	JOB NUMBER	KIND OF WORK	FOR OFFICE USE ONLY
			CHARGEABLE HOURS
			NON-CHARGEABLE HOURS
HAND COMPOSITION:			
1. Composition.			
2. Office Corrections.			
3. Author's Alterations.			
4. Makeup.			
5. Lockup.			
6. Press Changes.			
7. Mounting Cuts.			
8. Proving Galleys.			
Non-Chargeable.			
50. Distribution.			
51. Proofreading.			
52. Hunting Material.			
53. Changing Bad Letters.			
MACHINE COMPOSITION:			
Mono. "M."; Lino. "L."			
10. Composition.			
11. Corrections.			
12. Author's Alterations.			
13. Changing Over.			
14. Casting Material.			
Non-Chargeable.			
60. Care of Machine—Repairs.			
61. Delays Through Accidents.			
62. Smelting.			
PRESSES:			
Cylinder "C."; Platen "P."			
20. Makenready.			
21. Running.			
22. Customer's Washup.			
23. Holding for Customer.			
24. Press Changes.			
25. Embossing.			
26. Press Proofs.			
Non-Chargeable.			
70. General Washup.			
71. Oiling. Care of Machine.			
72. Delay—What?			
HAND BINDERY:			
30. Folding.			
31. Inserting.			
32. Gathering.			
33. Addressing.			
34. Numbering.			
35. Pasting.			
36. Counting and Wrapping.			
37. Padding.			
38. Punching.			
39. Slipshooting.			
40. Mailing.			
41. Check Binding.			
42. Packing.			
43. Delivering.			
Non-Chargeable.			
80. Cleaning up.			
81. No Work.			
82. Errands.			

Office: Enter total chargeable and non-chargeable hours of all employees on Pay Roll Sheet.

DEPT. OF JOURNALISM, U. OF K...BROWN.

CORRECT

This record must be carefully filled out, the time verified and signed and sent to the office.

the card are separated into productive and non-productive. The number also shows in what department the work is done.

Q. What becomes of the card?

A. At the end of the day a four-dollar-a-week girl can separate the productive and non-productive time in the columns of a special form for summarizing the two classes of labor. At the same time she carries the productive time, *i. e.*, the chargeable time, to its proper place on the record of the individual job. This last operation will be shown complete in a later lesson.

Q. How shall I go about it to start a cost system?

A. If you are honest in wishing to give the system a fair trial, say for a month, the Department of Journalism will send you blanks and cards sufficient to handle your business for this period and will stand ready to help over any rough places. As has been seen the first step is to find the productive and non-productive hours in each of the hand composition, press, machine composition, and bindery departments.

Q. One more question. Is this preliminary work necessary before I can get at my newspaper costs?

A. Yes. And here endeth the First Lesson.

The Letters of a Governor

By D. O. McCray

IT seemed to me that a sweeter smile swept over the pictured face of J. K. Hudson on the night of November 3, when the news flashed over the wires told of Arthur Capper's election as Governor of Kansas. This picture of the founder of the Capital hangs in the west window of Mr. Capper's private office, and across the room on the wall is framed the first issue of the Daily Capital, presented to the Governor-elect by Mrs. Hudson. It was there that friends of Mr. Capper gathered to congratulate him and to recount the changes, and the trials and struggles during the thirty years since he landed in Topeka and began as typesetter on the Daily Capital.

It was in March, 1887, that I came to the Capital as associate editor under Major Hudson. In less than three years Arthur Capper had been promoted from typesetter to city editor. For nearly three years, until I left the Capital to become executive clerk under Governor Lyman U. Humphrey, we worked together day and night. It was during those months and years that I was impressed with Arthur Capper's fine qualities of mind and heart, and in whom I found a friend that "sticketh closer than a brother."

Desire for broader knowledge of the work of making a great daily newspaper was uppermost in Arthur's mind. In those early days when the future of the Daily Capital was at least problematical, he cherished the hope that he might some day be its owner. But when that time arrived, if it ever should, he wanted to be equipped for the task.

This equipment meant to Arthur Capper a knowledge of every detail in the making of a great daily newspaper. Victor Murdock possessed the same ambition, and he chose the Chicago Inter-Ocean as his "school of journalism." Mr. Capper sought the fountain head of American journalism. Relinquishing his position on the Daily Capital, and separating himself from his only source of income, he went

to New York and secured a job on the Tribune, where he filled several positions with credit during his five months' stay.

Picture, if you will, a Kansas boy brought up on the broad prairies of this state, and who never had seen a large body of water until the train carrying him to New York, skirted the southern end of Lake Michigan, reporting a yacht race in the Atlantic ocean! That was one of his first assignments, and he received a high compliment from the Tribune editors on his accurate story of the event.

During his five months' stay in New York, and the following five months he spent in Washington, as correspondent for the Daily Capital, Mr. Capper kept in close touch with his Kansas friends. That I was counted as one of them, is amply borne out by the letters he wrote me and which I have preserved through all these years. These are personal letters, but they contain some expressions about Kansas and her people that ought to be made of record, especially since the voters of Mr. Capper's native state have conferred upon him the highest honor within their gift.

Under date of October 13, 1891, Mr. Capper wrote me of the loneliness of life in a great city. He confessed that he was homesick and longed to be back in Kansas. "You would think that a fellow who had been away from home seven or eight years as I have, would be used to the cold, cold world," he wrote. "I don't like the New York people in general. I have lived in Kansas too long to ever get used to their ways. I have met a few very fine people—most of them, however, from the west." Of his newspaper experience in New York, Mr. Capper said:

"I like newspaper work here. We have only six or seven hours work each day and we are given plenty of time to prepare our copy carefully. It is a nice thing to work in a great newspaper office where every accommodation is afforded and nothing is spared to get the news, and good salaries are paid, but it is simply a daily grind and a man is hardly known outside of his office. For that reason I am sure I would never like it here permanently. I have had the best kind of luck on the Tribune; could not have found a better place in the town for my purpose. It is conceded by all newspaper men to be the best newspaper school in the city. They have treated me splendidly; have given me the same class of work that they give their oldest and most reliable men and have never in a single instance found fault with my work. The boys say that for one who came here an entire stranger I have done unusually well. I have tried my hand at nearly all kinds of work to be found inside one of these great newspaper offices and every day have learned something new. I am sure it has been an experience of the greatest value to me in a newspaper way.

"Just now I am in charge of the Tribune's police bureau for two weeks, taking the place of the regular man who is away on a vacation. It is one of the most important departments, located in a branch office up town just opposite the general police headquarters. If I had not become pretty well acquainted with the city in the past three months I could not hold it down. Am on duty from 11 a. m. to 6 p. m., and handle all the police that may transpire in that time, including murders, suicides, fires, etc. It is left to my judgment as to how much space is to be given any happening. Every daily in the city has a branch office here and there, is the sharpest competition, but I have not been scooped yet. That is hardly possible, however, for the boys of two or three papers will form combinations and help each other out. My combination is with the Herald, the Recorder and the Times. It is one of the most interesting experiences I have had, for it gives me a splendid opportunity to see New York as it really is. I would not have the place permanently.

"Last month I put in two weeks taking the place of one of the assistant city

editors who was away on a vacation. His place was a responsible one and I had to keep my eyes wide open all the time. My work was in the office, reading all the New York papers for tips of news, and then I would get from every possible source pointers on news that was likely to happen that day. Then at one o'clock I made out for the city editor a schedule of the news of the day and from that he would assign his men. You see it was of the utmost importance to get everything, for if I missed something, the paper was likely to be scooped. This was the most valuable experience I have had since coming here. I have been given this work regularly on Sunday, but as Sunday is always a light day, I have only four or five hours work."

In this letter as in all the other dozen or more letters received from Mr. Capper during his absence from Kansas was the question of greatest interest to him: "What do you hear new about the Capital?" His one ambition was to some day own this splendid newspaper property. Under date of November 13, 1891, Mr. Capper again expresses his loyalty to his native state. He wrote:

"From letters which I have received from Kansas I judge the idea is current there to some extent that I am likely to stay in New York permanently, or at least for some time, but I have never entertained such a thought. I would never be contented in this city. I am too thoroughly a Kansan to ever think of coming east. I am satisfied the training I have had here will be of great value to me. If it wasn't for the letters I get from Kansas I would surely get very homesick."

In a letter under date of December 24, 1891, from Washington, Mr. Capper wrote: "I haven't much fear but that I will get on the paper (The Capital) all right again, but I am afraid he (Major Hudson) intends to keep me here through the session. I am getting just a little anxious to get back to Kansas. I don't want to get out of touch with Kansas, and if I stay here much longer there will be some danger of that.

"Senator Plumb's death was a bad thing for me. I obtained three-fourths of my news from him or his office. I hardly knew him when I came here. I made up my mind before I got here that he was the man I wanted to cultivate. In a few days we got to be the best of friends. He gave me good advice and inside pointers about everything that was going on. I don't know what I will do now. I wish I could be with my Kansas friends on Christmas. I have no doubt I will be homesick."

To the Kansan away from home, wanting to get back and can't, there is a touch of pathos in this letter from Washington, under date of February 16, 1892: "Two or three weeks ago I wrote another letter to Major Hudson telling him I wanted to get back and giving reasons why in my opinion he could not afford to keep me here. They are paying me the same they paid me in Topeka. The reply came yesterday. It was a fine letter, praising my work, saying it was the best feature of the paper; that they did not see how they could get along without it, and hoping that I would not insist on coming back. Of course, that settles it, and I will have to stay until Congress adjourns which will probably not be earlier than July."

Diagnosis and Remedy—by the Sufferers

By L. N. F.

EIGHT hundred Kansas editors were asked last summer to tell what is the matter with the advertising business in this state. Their answers furnish some mighty interesting reading.

One specific question was, "To what extent (if any) do you think that public confidence in advertising is lessened by false statements from local advertisers?" The answer that graded up closest to 100 per cent for force and brevity was, "To beat hell." This short excerpt from the Kansas language also expressed fairly well the present writer's own feelings in the matter.

"Newspaper advertising would be worth ten times as much if all statements made were conservative and true," was a common type of answer.

Instances of how the damage is done were given, as for example: "Ran a fake automobile tire ad a few months ago that cost my paper heavily in respect of its readers." "Local dealers advertise goods marked down when they aren't." "Advertise old stock as new."

One cheerful publisher says, "The local advertiser who lies doesn't stay in business long enough to hurt public confidence." Wish we could believe it. "The public gets next to this hurrah stuff and passes it up," says an editor on the south border. But does the public exercise such fine discrimination? Doesn't it get disgusted and "pass up" all advertising?

Answers to the constructive question as to "How to increase public confidence in advertising," were not always definite nor always practical but they showed a realization that something needs to be done.

"Get the advertisers to cut out the false statements, even if it costs some patronage at first," advise many of our correspondents—and that's the idea all right, but the question is "how?"

"Papers should guarantee their advertising." Which would certainly help some. But until conditions are improved the editor who does it will be a tolerably busy man.

"Create a State Board of Censorship." A feasible plan for handling national advertising but hardly practical in dealing with local advertising unless the Board could have legal authority to investigate complaints.

"The public will believe more in advertising if ads are never run more than once." At least a timely reminder that this year no Christmas ads are to be permitted to run after December 25.

"Help the local advertiser with his ads or write them for him." Really the only way to get advertising in these days.

"Persuade the advertiser to quote prices and put a moneyback guarantee on his goods." Excellent.

"Create confidence by advertising the paper's policy as regards honest advertising." That's the second step sure enough.

"Begin by keeping superlatives out of the ads in your paper—though I've never had the nerve to do it myself." Try it, Brother, it isn't as hard as it looks.

"People will believe the ads in your paper if they find that they can believe the rest of the stuff you print." A good, clean, keen piece of comment.

"Inquire into the results from advertising and tell about them so that the

public will see that some people find it worth while to be guided by the advertising columns." A good subject for one of those ad-talks you ought to write for your paper every week.

"Get better men to run the newspapers." Couldn't be done. There aren't any better.

And so the suggestions run through variations by the score. The person to whom these answers to inquiries were sent is deeply grateful for the liberal response, both in time and in thought. He wishes to add his first-aid suggestion to the list (Not as a cure-all, understand, but as the best kind of first aid, tried out and proved effective): "Get an honest advertising law."

Cultivating the Exchanges

By H. F. H.

OLD EXCHANGES—SMALL BUNDLE, 5c; LARGE BUNDLE, 10c

THIS was the notice, set in black-faced type, that stared out from the corner of a country newspaper not so long ago. It looks harmless enough. Maybe there isn't a moral or a text here at all: but somehow one wonders about those old exchanges.

Had they been husked of their wrappers? Had the folds been shaken out of them and every column eagerly read? Had they brought a smile or an idea or a new resolution to the editor before he abandoned them to their fate?

Or were they just a lot of daubed paper, sold for a dollar a year, and fit only to be bundled and sent to a hungry mill to be converted back into more waste?

How many editors are producing newspapers to be used for wrappers for esteemed contemporaries? How many are contributing to small and large bundles of inked broadsides every week?

You may whisper the answer.

This is just half the story. The other half of the shield presents another picture. Suppose those old exchanges were interesting. Suppose they shone and glimmered with the rare personality of their editor! Suppose they contained items that would freshen up the dull pages tossed from the pencil of the man who spurned them or who allows a boy to cart them away, unopened or unread, at a nickel a bundle! That is a more distressing story than the other. You see it reflects on the intelligence and enterprise of the editor himself.

Exchanges, rightly used, serve every newspaper that receives them. Given a little time and patience, and the alertness to accept a news tip, an editor can convert his exchange table into a veritable banquet-board for the delectation of his readers.

First, let him browse among his exchanges for news. People have a way of straying over the county line and settling down in the home of friends and kindred in neighboring towns. Often their whereabouts may be discovered in the personal columns of the paper that hails from Chippewa Falls, ten miles down the track. Cut the item out, wielder of the scissors, and re-vamp it for your own paper.

Here's a city paper with a brief paragraph about a man from your town, who had his pockets picked while gazing at the white lights. It's grist for your mill.

Down in the corner of this modest sheet looms a sentence or two about Charley

Robinson, formerly of your village, who has struck gas on his farm in Wyandotte county. Tell Charley's friends about his good luck.

Look at this big paper from Kansas City. Nothing there to interest you? Wait a minute. Who's this chap with the resolute look in his face. Why, it's Ed Brown, one of your boys, who has been elected prosecuting attorney somewhere. Would n't Ed's old cronies like to know about it?

A lively newspaper that people want to read depends on the editor's recognition of live news values. You may pick up many an item on the street and on your newsgathering rounds, but you may also discover many an unexpected story in the exchanges, if you look for them. The mention of a familiar name, and a memory that responds to it as to the ringing of a bell, will often lead to a good local write-up.

But exchanges may be used advantageously for other things equally important. They help an editor to germinate ideas that may be transplanted to his own local soil. In this paper you read a story about a pumpkin show. Why not have one in your town? Another paper reports the erection of a hospital in the city limits; another tells of improvements around the railroad station; still another talks reminiscently of the oldest house in the township or the man who owns the largest tract of land in the county. All these hints may be utilized in your own paper, with local applications. It is borrowed thunder, to be sure, but better second-hand noise than none at all.

Even advertisements in a distant contemporary may be seized by the reader of exchanges. Here is a paper making a raft of money with a special page of farm advertisements concerned with sales of cattle, horses and household goods, all at special rates. The same paper prints a complete list of tenants who have moved from one farm to another in the past six months, charging twenty-five cents a name for the insertion. Another paper published a half-page advertisement of a coupon contest put on by the associated merchants, with a prize of a Ford automobile as an inducement to buy. These hints may give you a suggestion that will lead to advertising patronage. All some of your local merchants need is an idea such as you may be able to furnish.

Mention has been made of news, community service, and advertisements. There is still another good feature that may be looked for in exchanges. No newspaper ought to content itself with just printing the news. Now-a-days people want entertainment and profitable reading as well. Your exchanges may aid you in the compilation of a budget of editorial paragraphs or pleasantries, or furnish comment on themes of engrossing interest. Other towns are struggling with the problem of inadequate water supply, let us say, and various remedies are advocated by editors in their editorial columns. What program suits your town best, in your judgment? There is always value in an opinion ventured by the disinterested and unprejudiced; we listen to the foreign critic and deride the home philosopher. Print the comment of your exchanges on the water situation.

Every newspaper prints articles of a general character which may be used equally well by you as the man back of the shears. Care should be taken, however, to give full credit for any clippings you may lift from a contemporary, unless you can give the item a new angle by the addition of details of peculiar interest to your own community. This makes a better item of reading than a wad of abstract information fired into the air with no particular target in view.

When dull days come, or duties keep you inside the office, exchanges will help materially in making the paper interesting. Keep a stock of carefully selected stuff, garnered from exchanges on light days, constantly in your pigeon-holes or in type. When emergencies come they will be little brothers in time of need. But

select them carefully and be sure that they are not stale before they appear in the paper.

Yes, knight of the shears and paste-pot, read your exchanges and take advantage of every chance hint they may bring to you. They may make good wrappers or pulp, but they are more serviceable as promoters of ideas and news. Cultivate every paper traveler that comes to your table.

Wouldn't a Good Law Help Some

By L. N. F.

WHY should n't Kansas editors urge upon the next legislature the need of an honest advertising law? Or, to speak more plainly, why should n't they draft the kind of bill they want passed and then see that it gets through?

"Heavens!" somebody says, "Too many laws already."

Probably true, but no argument. A proposed law must be judged by its own merits, not by the lack of merit in a lot of "dead letters" that happen to litter up the statute books. Moreover, there are not too many laws for the protection of the Kansas publisher or in his interest. There are too few.

An honest advertising law would do its greatest service as an educator. To a lot of people, lying in an advertisement is not lying at all. There are merchants who would not lie to a customer orally, but who will lie to the public wholesale in an ad. Many people will believe what a salesman tells them, when they will not believe the same statement in an ad, even if the same salesman writes it. There seems to be here a queer inversion of the rule about having things down in black and white.

The publicity that an honest advertising law would get throughout the state would lead to sober thinking on the part of some Kansas merchants who seem to make statements with an allowance for fifty percent discount by the reader. And when the readers of a newspaper no longer feel that they must discount the statements in the advertisements printed by that newspaper, they will be guided by those advertisements; advertising in that newspaper will pay the merchant—and it will pay the editor.

Standards in advertising are advancing, but advancing social standards need to be sustained by law. The publisher needs all the help he can get in educating his advertisers on the subject of honest advertising. Dishonest advertising should be made specifically illegal. That it is immoral and that it does n't pay in the long run isn't enough for some cases.

An honest advertising law would be a weapon in the hands of advertising clubs and others who take an interest in improving business conditions. It has proved a mighty sharp weapon in the eighteen states that already have new laws against dishonest advertising. The National Vigilance Committee of the Associated Advertising Clubs of the World reports that out of 648 dishonest advertising cases of record during the past year, 379 were successfully handled by moral suasion and 42 cases were prosecuted in the courts. Of these 42 cases, 6 were lost, 12 are pending, and 24 resulted in convictions and fines. That means that the amount of misrepresentation in print is being considerably reduced through laws properly enforced.


Misrepresentation in print kills confidence in printed words. It has hurt the business of every Kansas editor. It will keep on hurting it until it is reduced to a

negligible minimum. To help reduce it to that minimum why should not the Kansas newspaper man have the aid of a definite and effective law?

In six states the model statute proposed by Printers' Ink has been enacted into law, verbatim. It might at least serve as the basis for a Kansas statute and is printed here for the consideration of the Kansas Editor's readers:

Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive, or misleading, shall be guilty of a misdemeanor.

How Two Editors Got Together

 HERE is an instructive little tale of how two Kansas editors got together to their mutual advantage.

Charley Scott wanted a correspondent at Colony for his Iola Register.

After several unsuccessful attempts to get one, he persuaded W. E. Payton, editor of the Colony Free Press, to take the job, temporarily.

Payton combed Colony for news and sent it to the Register without charge.

Maybe it was inspiration, maybe only an application of common-sense to the editor's daily problem, that prompted Payton to ask Scott to lend the Free Press the linotype slugs on which Scott set up Payton's Colony items.

Scott replied that he was afraid the scheme would hurt Payton's business and that he did not want to be party to any such arrangement.

Payton, however, insisted that it was his venture and that he would stand all dire consequences.

So the agreement was reached: Payton to mail a good bunch of Colony items daily to the Register, and pay express and freight on the slugs.

That was ten months ago. Payton says: It has proved an excellent plan. I should dislike very much to discontinue it. I understand Mr. Scott is likewise highly pleased.

It is seventeen miles from Colony to Iola. Many persons who formerly lived in Colony are glad to get the items in the Register. They do not take the Free Press, continues Mr. Payton, nor could they be induced to take it. No person in Colony has objected to the Colony news being published first in the Register. In fact, many an item comes in with the provision that it be sent also to the Register.

The plan has enabled Mr. Payton to run about three times as much Colony news in his paper as formerly. The Free Press is now set in 8-point solid, whereas before 10-point leaded was used.

Other dailies and weeklies could doubtless use the plan to good advantage. Additional information will be gladly forthcoming from Mr. Payton.

The plan is successful from other than an economic standpoint. It is one of those good signs in Kansas journalism of the passing away of silly cut throat competition and senseless personalities between editors, and the advent of a spirit of class consciousness, a spirit of mutual help and forbearance.

Glad to tell the tale of any other such cooperation in the KANSAS EDITOR.

THE KANSAS EDITOR

A MONTHLY JOURNAL OF INFORMATION AND ENTERTAINMENT
FOR THE KANSAS NEWSPAPER FRATERNITY

Published by the
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THE KANSAS EDITOR welcomes contributions of articles
and items of direct interest to the Kansas newspaper field.

From the Press of the
Department of Journalism
University of Kansas

What Kansas needs most of all is favorable advertisement, says Ralph Faxon. Of course the splendid Kansas papers, including THE KANSAS EDITOR; the work of the University of Kansas and the Kansas Agricultural College; and the Kansas Board of Agriculture furnish much fine exploitation, but it isn't enough, continues Ralph.

More than that, Kansas needs specialized publicity.

The way to get it is through the medium of a state advertising agency—a state press bureau, if you please—a State Immigration Commission.

The way to get it is for the Kansas papers, the Kansas publicists, the Kansas welfare-fathers, to get busy with the incoming legislature.

The matter has been up in the past two legislatures, and was barely defeated. It should carry next time.

People leave Kansas because they don't know enough about it. People leave other states and trek across the broad Kansas acres because they don't know about them. We don't take part in enough shows and expositions; we don't plaster the billboards and highways of the country; we don't put it across.

Help boost the Kansas State Immigration Commission!

The death of Ned W. Kimball, editor and owner of the *Manhattan Mercury*, brings from all who knew him the heart-ery, "why could not this eup pass from us?" It seems hard that the one who is taken is just the one from whom the most was expected, the one who could be the least spared.

In the splendid lot of young men who were taking the leadership in the state of Kansas, none surpassed Ned Kimball in ability or in efficiency. Only 32 years of age, he had the confidence of the older generation and the admiration of the younger. His intellect was bright and clear, his heart was kindly and clean, his vision was broad and hopeful, his training and preparation

were the very best. His inheritance was from fine patriotic God-fearing, parents, who had taken their part and done their work in the stirring times of war and in the upbuilding of their state. His education at the State Agricultural college had prepared him for his work. His own magnetic personality, his loyalty to the highest ideals, and his sympathetic attitude toward every thought and plan for the welfare of others, had given him leadership among the forces that are striving for real progress and for a better world in this world.

He had made his newspaper a force that was felt far beyond the limit of its circulation. He had shown ability in organization, a keen perception of men and affairs that made him a stronger man than he himself knew in the public affairs of Kansas. He was quiet in his talk, unobtrusive in his methods, frank in his opinion, stalwart in his principles and unyielding in his convictions. With such a character, such a start and such an opportunity, a brilliant future and a life of real service certainly seemed to be assured.

And now that cheering smile has faded, that hearty hand clasp is relaxed, that clean, strong heart and stirring, active mind are at rest. Sorrow is placing her earthly tribute of flowers and tears on the passing away of a life that meant so much to all with whom it came in contact.

The wife whose ability, education and character made her a real partner in her husband's every work, and the little son, just old enough to be able to remember in the future the father who was building much on him, will have a precious memory. Ned's father and mother whose boy precedes them to the life where parting will be no more, broken now as they doubtless are by the blow just fallen, yet they may be comforted by the thought of the good work done in the short years of their son's life. Brothers and sisters, men and women of the same stamp as Ned, are bowed down because of this break in their circle. College friends, home friends and those who far and wide knew and loved him and built in the future for Ned Kimball, are sick at heart as they turn to that future and know he will not be there. But Ned's influence will be there. He has placed his stamp on the world as much as most of us could do in many more years of effort.

And there is a greater Future, toward which we may turn our faces and trust in the promise of our God.—W. Y. Morgan.

If an editor took an inventory of his varied experiences every year, the chances are he would find as many ups and downs as there are cherries in a pie. The ledger would show a good many things of profit but the losses, too, would be apt to pile up with an embarrassing profusion. Here is the daily record for the year compiled by Earl C. Woodward, editor of the *Minneapolis Messenger*:

Been broke 361 times; Had money, 4 times; Praised

the public, 9 times; Told lies 1728 times; Told the truth 1 time; Missed prayer meeting 52 times; Been roasted 431 times; Roasted others 52 times; Washed office towels 3 times; Missed meals 0; Mistaken for preacher 11; Found money 0; Took bath 6 times; Delinquents who paid 28; Those who did not pay 139; Paid in conscience 0; Got whipped 0; Whipped others 23 times; Cash on hand at beginning, \$1.47; Cash on hand at ending, 15c.

Credit for *Atchison Globe* paragraphs, now that E. W. Howe has retired from the paper, generally is given to Joe Rank, probably for the reason that Mr. Rank is the oldest and best known member of the present publishing company. As a matter of fact, most of the *Globe* paragraphs are written by Walter W. Mills, a printer-writer who originated in Northwest Kansas, and who formerly worked on a number of Sixth district papers. Mr. Rank is managing-editor of the *Globe* and does little editorial writing.

Many editors believe that the ideal newspaper is one which refuses to run advertising on the first page, says Will T. Beck of the *Holton Recorder*. It does possibly gratify the artistic sense of the newspaper maker to confine his first page to straight reading matter, but I question whether or not the readers appreciate the sacrifice. I have such a high appreciation of my local advertisers that I freely grant them the use of the first page of the *Recorder* for display advertisements if they desire it, and of course there is a constant demand for this space. I believe it gives a weekly paper a prosperous appearance, and moreover if the choice reading matter is distributed through the succeeding pages, it gives the advertising on those pages a much higher value. My theory is that the reason the *Kansas City Star* located its editorial page the third page from the back was to force its readers to wade through the interminable jungle of want ads in order to reach Charley Blakesley's Kansas Notes and Starbeams. We have been running ads on the first page of the *Recorder* since the year 1875, and we have yet the first complaint to hear from a subscriber about this practice. Besides the financial returns are gratifying, and of course this helps.

Lester F. Filson, formerly of the *Topeka Capital* and more recently a member of the office force of Senator Joseph L. Bristow, has taken up his duties as managing-editor of *The Salina Evening Journal*, Senator Bristow's paper. Mr. Filson is a native Kansan having grown up at Scott City.

Paul C. Rankin, who recently left the *Salina Journal* to go back to his paper at Downs, *The Times*, holds the long distance popularity record in Kansas. After it was announced that he was to leave Salina, and when everyone knew that there were to be no more "puffs"

in the paper as a reward, Mr. and Mrs. Rankin were refusing invitations to meals every day, and the friends who wanted to entertain them drew lots. The sad part of it is that they have a week's board coming in invitations which they probably will never be able to cash in.

Charles A. Lindsay of Atchison, who has been connected with a number of Kansas papers as well as others in different parts of the country, holds that the solid subscription is the best asset a paper can have and that the improvement of the news features of a publication, is the outer to permanent success. "I had this impressed upon me by the publisher of a farm paper in the West," he said. "When I took a place with him as advertising solicitor, he told me he would ACCEPT advertising of a certain kind at a certain price; that if he could get advertising of that kind he would take it, otherwise to let it go. The secret of his independence was that he had 4,000 subscribers who paid him \$2 a year for the paper and they would not do without it. Needless to say, he had no trouble in getting the sort of advertising he desired."

That farmers can use advertising to just as good advantage as the storekeeper has been proved by at least one wide-awake farmer, asserts the *Hopkins New Era*. A farmer had some corn to sell. It was good corn, the price was right, but the farmer didn't have time to trudge from one place to another as an auctioneer, so he called up the newspaper office and gave it a short notice for three insertions. The first evening after the advertisement came out he got several inquiries, and before the third one was printed he had sold his entire supply of 420 bushels. The experience was so profitable that the same farmer has used the newspaper every time he has a sale, whether it is cows hogs, or an old plow. During 1913 he sold products of his farm amounting to \$1,000 with an expenditure of \$10 for advertising. Buyers besieged him. All he had to do was to take the money to the bank then, settle with the editor for his advertising. Isn't the plan at least worth thinking about?

Anna Laurie Hillyer, a Topeka girl who did clever work for *The State Journal* for a couple of years after she left High School, is now doing feature stuff for the *Boston Traveler*. The managing-editor of the *Traveler* told a Kansas man who was in Boston last fall that Miss Hillyer was a coming star and would be ready for New York in another year.

Charley Reynolds, General Custer's chief of scouts, is having his picture painted. The work is being done by readers and correspondents of the *Potter Kansan* of which J. E. Remsburg is the publisher. Prizes to the value of \$12 have been offered for the best sketch of this picturesque hero. The prize-winning biographies

which are limited to a thousand words, are to be printed in the *Potter Kansan*. The first prize is an order for a dozen cabinet photographs. Editor Remsburg contributes an introductory story on the frontiersman in his issue of December 3.

When Governor-elect Capper landed in Topeka he was possessed of goods, money and chattels to the extent of \$4 and a silver watch. He had, in addition, a working knowledge of typesetting. His first work in Topeka was that of a compositor on the *Capital*.

The *Downs Times* is installing a standard linotype. Paul C. Rankin, of the firm, Parker & Rankin, which owns the *Times* will join his partner, J. J. Parker, in the active management of the paper after three and a half years as managing-editor of the *Salina Evening Journal*. Mr Parker has been in charge of the paper during this time.

Wouldn't it be nice if the "foreign" advertisers who furnish electrotypes for their ads would print the number of the advertisement in the face of the plate somewhere, as a number of them already do? It would save a great deal of time for the book-keeper and make-up man and would lessen the number of erroneous insertions.

Information for the use of Kansas editors in making a sale or a purchase of Kansas newspaper properties is kept on file by the Department of Journalism as heretofore. The "Clearing House" department in the KANSAS EDITOR was discontinued upon the "advice" of the post office department to the effect that as it partook of the nature of advertising it could not be carried by a publication that is distributed free to a large proportion of its readers.

Several additions to the list have been made recently. There is a fine consolidation opportunity open to a man with some money and the desire to get into a first-class field. Several good properties are for sale by editors who are anxious to move up into something a little bigger. Inquiries will receive quick attention.

Wallace Hovey who has been giving a vivid impersonation of the *Olathe Register* for the past two years has cast himself in a new part at Great Bend, accepting Will Townsley's cue to appear before the footlights as first assistant on the *Tribune*. For a man who wasn't out of college until several years after the opening of the century Hovey has squinted into a surprising number of angles of the newspaper game in Kansas. He took an armful of cost record blanks to Great Bend with him and if the *Tribune* expense account springs a leak anywhere Hovey will be there with the stopper.

R. A. Clymer takes Hovey's place as manager of the *Register*. He is a hatchling from William Allen White's newspaper incubator and learned a few

things about scratching in the advertising field while taking a course at the University, from which Hovey is also a graduate.

John Redmond of the *Burlington Republican* plans to issue a school edition early in the year which will be out of the ordinary. The plan is to print a number of articles of interest to all of the schools and to print the name of every pupil enrolled in any school in Coffey county, and then see that every child whose name appears gets a copy. The *Republican* always features school news, but is stretching itself this time.

Monday and Tuesday, December 7 and 8, the *Salina Journal* put in a new Model K linotype, took out an old one, issued a 32-page Christmas edition and unloaded a carload of paper. After this experience the *Journal* force is convinced that the "old fashioned, one-armed painter with the hives," had a picnic without knowing it.

Bert Forbes, of the *Irving Leader*, is one of the latest of the newspaper fraternity to purchase a car—a drum or a Miehle we forget which. He finds it equally successful in gathering news and in making his getaway from irate subscribers.

After 75 years in the newspaper field, more or less, William Allen White learned anew last week that humor in a newspaper is dynamite. Concluding an editorial suggesting that the new governor keep Harrison Parkman, editor of the *Emporia Times*, as fire-marshal, Mr. White said:

"Now we have no reason to shed crocodile tears over Harrison Parkman. He is the human hyena and moral leper who runs the scurrilous, venal, unspeakable rag around on Fifth Avenue, a creature whose base, degraded nature has made him a portable plague spot wherever he goes. But nevertheless, in spite of these infamous graces of mind and heart he has made a good fire-marshal, and he might very well be retained by the administration."

The next day a merchant called up the *Gazette* to stop his advertising, six subscribers stopped the paper, and as many more dropped around to the *Times* to sympathize with Mrs. Parkman over the boorish conduct of their fellow townsman, Bill White. A German friend capped the climax when he met Mrs. Parkman by snorting, "This Bill White feller ought to be feddered and tarred out o' town!"

The next time—and it may be that this time—Mr. White will run a map with his little joke.

Which reminds the writer of an incident showing the sweet futility of satire as an editorial weapon. The *Washington Post* was having a little fun with the chief of police. A celebration had been planned which fizzled. No one turned out. The streets were as empty

and quiet as Wednesday night prayer-meeting. Harry Hunter, editor, viewing the solitude asked Dick Weightman, one of the present day masters of satire, to write an editorial complimenting the chief of police on the excellent manner in which his men handled the crowds at the celebration. This was done with delicious satire. The next morning in came the chief, who from the bottom of his heart thanked the editor for the kind words in the morning paper, expressing satisfaction that some one at least understood the difficulties under which he worked, and bowed himself out. Hunter turned to Weightman and sighed: "O, what's the use?"

E. E. Kelly, of the *Toronto Republican*, claims to know the correct pronunciation of Przemysl. Elmer Peterson, of the *Cimarron Jacksonian*, thinks that this is the last word in culture, and has started a boom for Kelly for "Who's Who in America."

Hudson and Son have installed a new Model 14 linotype in the office of the *Frederonia Herald*. Only two of the new machines with the side magazine have found homes in Kansas offices.

Fred D. Warren of Girard, formerly editor of *The Appeal to Reason*, the Socialistic weekly paper, has the finest and largest motor car in Crawford County. Walter H. Wayland, present publisher of the *Appeal*, however, is a close contestant for first honors.

It was *The Pittsburg Headlight* which precipitated the now famous controversy concerning the authorship of "The Call of Kansas." Early last spring Barry Scobee, a reporter, enthusiastically reported the story of the claims of Mrs. Emma Clark Karr of Girard to F. W. Brinkerhoff, editor of *The Headlight*. The editor declined to take the Karr claims seriously and held the story for several months. Finally the story appeared in an obscure place in the paper one afternoon and the controversy was on. Samuel F. Woolard of Wichita, who compiles and publishes poetry as a pastime, was in Pittsburg on business, as it happened, the afternoon the first story appeared, and his interest was aroused. He has devoted some time to investigating the various claims, although he has been a partisan of Esther M. Clark.

Harry S. Godfrey, formerly a reporter on *The Pittsburg Republican*, now on the staff of *The Springfield Republican*, Springfield, Mo., was married recently to Miss Alice Mary Kimball, magazine writer of Springfield. The wedding occurred at the Ozark home of Rose O'Neil, creator of "Kewpies."

B. F. Winchel and his *Parker Message* were graduated into the metropolitan daily class just before Thanksgiving, when a Belgian Relief extra surprised the *Linn*

County Message subscribers. The paper was a creditable four-page pamphlet full of information and appeal. No newsboys were imported from Kansas City to sell the edition.

"Toiling,
Sorrowing,
Onward through life we go.
Something attempted,
Nothing done."

This homely philosophy, adapted from Longfellow, is the favorite quotation of Curley Miller, closest rival of Muskogee Red in the race for fame among Kansas' wanderlust printers. From the *Toronto Republican* to the *Linn County Republic*, to the *Kincaid Dispatch* was Curley's November itinerary. He's headed for Oklahoma now, where the winds don't blow so cold, for the winter.

"A new typesetter has arrived," says Mert Post, editor of the *Home City Tribune*. A girl, seven and a half pounds, November 20, and the name Merle Darline, tells the rest of the story. Congratulations.

The Atchison Globe recently secured a new country correspondent. Joe Rank sent Farmer Ed. Howe some stamped envelopes and sent him the paper, and now *The Globe* is getting the news from Potato Hill.

A worried Kansas editor wants to know if there is a general style of insurance riders for newspaper offices which will fit practically all offices. Many publishers are rather careless on the insurance question and a newspaper fire loss is mighty hard to adjust.

Now that Kay-Yew has dropped to the rear in foot-ball, says Harve Parsons, it is suggested that the swan songs be chopped off on a high note, and the University direct its energies toward the establishment of a form of sport wherein it might excel. To this end sport experts have sifted the possibilities and decided upon a weekly hammer throwing contest between the *University Kansan* and the *University Missourian*, and that the contest be held in neutral territory, Kansas City, for instance.

Kansas editors who have fit, bled and died for the Party, know quite well that the only office that seeks the man is a fourth-class post office worth about \$162.30 per year.

"Kansas newspaper men are chumps—99 degree chumps with a pair of long ears thrown in," says Herb Cavaness, of the *Chanute Tribune*. "They yell themselves hoarse over some new reform story merely invented to land some long-haired, cheap politician in

office. They boost every skin game that comes along, if it is labeled a town boosting project by some shifty community grafter. They let wooden-headed statesmen pass laws that cut down legitimate newspaper revenues, and hand them gorgeous editorial bouquets for doing it. They do all this, do these empty-headed editors, although they have the power, anytime they take the notion, to make politicians crawl in their holes and pull the holes in after them, and they can make any legislature that goes to Topeka swelled up with its own importance eat out of their hands, stand on its head, and beg for mercy with its tail between its legs.

"In other words, brethren, isn't it about time Kansas newspaper men quit boosting everybody else's game, and did a little organized, systematic boosting of their own game? Isn't it getting about that hour, when newspapers should quit allowing themselves to be kicked in the slats by the cheap skates they themselves have placed on pedestals? The lawyers, the doctors, the grocers, and about every other class of citizens have enough sense to look after their own interests, and so let us hope and pray that the editors will some day pinch themselves, wake up, and act as if there is gray matter instead of mush in their intellectual-looking noodles."

Newspaper men took an active part in the Marshall County convention of Woodmen. Editor Tibbetts of the *Blue Rapids Times* was elected chairman and Editor Smith of the *Marysville News* chosen delegate to the state convention.

Elmer T. Peterson, publisher of the *Cimarron Jacksonian* is also a carpenter. A year ago he began the erection of a home, a cross between a house and a bungalow, he says. The house is low and has a good deal of the "bungle" to it—again Peterson's confession—but it has a bath, a furnace, electric lights and all the comforts of home. Besides smearing paint, wielding a shovel and tinkering with the furnace, Peterson has created a garden spot in the back yard for the cultivation of radishes and forget-me-not onions. He expects to cultivate green things in off hours after the snow leaves the slopes. Oh, yes, he's going to have a real honest-to-goodness orchard with 75 fruit trees dotting the landscape. And now for the nub of this little story about Peterson's house: "For the first time in my long married career of seven years I have a real home of my own. What do you opine about that for a country editor who has n't mastered the cost system? When I get a cost system I am going to build a garage, like my neighbor across the way, who is a lumberman and has been using the cost system for eight years."

Extra—Along with his housebuilding, Peterson has found time to invent a newspaper wrapping and labeling machine. A patent is pending. The machine can be

attached to a folder or folding attachment of a web press, and at top speed can deliver 6,000 to 10,000 folded sheets an hour. Experts who have seen the drawings for the device think Peterson has a winner.

Earl C. Woodward, editor of the *Minneapolis Messenger*: We should like to see in THE KANSAS EDITOR an article on methods of determining costs in the print-shop.

Granted, Mr. *Messenger* Man! You'll find the first one of four in this issue.

"The *Times* is the only small town paper in this part of the state that has a \$1.25 subscription rate," says A. S. Bernheisel, publisher of the *Neosho Valley Times*. He thinks any editor can pull that price if he prints news that jams the columns. Right-o! But why stop at \$1.25? Why not \$1.50?

A brand new idea for advertising the small country newspaper in its own community comes from J. L. Papes, editor of the *Mulvane News*. The stunt is to give a rousing good entertainment that would be worth while and that the people of the vicinity would enjoy. To the regular subscribers, the program would be free, while to others the regular rate could be charged. If the attraction is good, the extra gate receipts should pay the expense of the proposition, leaving the paper with little or no expense and a tidy total of novel and worth-while advertising.

The idea is new and undoubtedly has possibilities. Several lecturers that should draw well are numbered in the Kansas fraternity. Of this number is this same J. L. Papes, who has a lecture on James Whitcomb Riley which has already proved a drawing card in several communities. Let's hear what others think of the idea.

However, the open fall and late winter has delayed the regular stock story of the famished wolf that carries off the small chee-ild.

The *Walnut Valley Times* has installed a new Model No. 14 Mergenthaler linotype. The old Simplex, the first typesetting machine used in Butler county, set its last line of copy in October. The old-timer, sometimes called the "whirling churn" or the "iron baby," by the printers, was crowded out by a faster machine. The new linotype is the first of its kind to be brought into the state of Kansas the *Times* declares. It produces four different sizes and seven different faces of type on solid individual lines, three times as fast as the old machine. It requires but one operator instead of two. A simple twist of the lever enables the operator to vary heads from a modest marriage announcement to a war screamer. Charles Morrison, of Wichita, operates the new linotype.

May We Serve You?



HAVE you formed the habit of putting something up to the Department of Journalism once in a while, just to see if we are still on the job? Try it the next time the opportunity offers. Here are a few suggestions:

The "Old type for new" offer is always open. We do the recasting for you at actual cost—and by the way, we are ready to put up a 25-pound font of that typewriter type any-time you send in the metal.

The "Clearing house" learns a little more every day about Kansas "buys" in the newspaper field. It will be glad to give you a tip on the prospective buyers or sellers.

Or maybe you would like a word of criticism on some typographical question.

Or perhaps an estimate on some complicated job might give you a line on it that would help some.

Are you in doubt as to whether some "foreign" advertiser is good pay? We shall be glad to look him up for you.

Is there a question as to whether some advertisement offered is good enough to appear in company with the other ads in your paper? For the possible protection of your readers and yourself, let us give you an opinion on it.

And in any other way that you think the Department might serve you, make use of it.

Department of Journalism
University of Kansas
Lawrence.



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Pledge for a Journalist

I DO solemnly swear by whatever I hold most sacred

THAT I will be loyal to the profession of journalism and just and generous to its members

THAT into whatsoever house I shall enter by the printed word it shall be with worthy motives and an honest desire to be of service to my kind

THAT I will practice my art in uprightness and honor

THAT I will strive to see clearly and reproduce truthfully

THAT I will avoid exaggeration and violent speech

THAT whatsoever I shall see or hear of the lives of men which is not public property and within the compass of justifiable publication I will keep inviolably secret

THAT I will fight as a plague that cynicism to which I am daily exposed and pray for power to see life not in broken arcs but as a perfect round